

**PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER**

RFTOP#: 69 **TITLE:** NIDA's Virtual Information Center

PART I - REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name:
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Proposal Address:
Procurement Section, COB, DEA
National Heart, Lung, and Blood Institute
National Institutes of Health
Rockledge Building 2, Suite 6042
6701 Rockledge Drive
Bethesda, Maryland 20892-7902

Billing Address:
Accounts Payable, OFM, NIH
Bldg 31, Room B1B39
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: Two (2) years from date of award with three (3) additional twelve (12) month option periods.

C. PRICING METHOD: Cost Plus Fixed Fee pricing method is desired. The estimated level of effort for each year is as follows:

Labor Category	DIRECT LABOR HOURS					
	Year One (1)	Year Two (2)	Year Three (3) Option Year	Year Four (4) Option Year	Year Five (5) Option Year	Total
Project Director	2,040	2,040	2,040	2,040	2,040	10,200

Information Specialist	1,880	1,880	1,880	1,880	1,880	9,400
B-Lingual Information Specialist	1,880	1,880	1,880	1,880	1,880	9,400
Web Developer / Manager	940	940	940	940	940	4,700
Marketing Specialist	2,040	2,040	2,040	2,040	2,040	10,200
Research & Evaluation Specialist	1,880	1,880	1,880	1,880	1,880	9,400
	10,660	10,660	10,660	10,660	10,660	53,300

- D. PROPOSAL INSTRUCTIONS:** Technical proposals should be no longer than twenty five (25) pages and must be submitted to the POC at the address specified above. Proposals shall be in hard copy with an original and three (3) copies of the technical proposal and an original and two (2) copies of the cost proposal. Offerors must also submit a signed task order form (last page of the RFTOP) with their proposal. Firms may submit proposals electronically via e-mail to ClarksoM@nhlbi.nih.gov referencing the RFTOP number and the name of firm in the subject line, or via facsimile. In both cases, offerors must follow such proposal submissions with hard copies as specified above.

A detailed work plan must be submitted indicating how each aspect of the statement of work is to be accomplished. Your technical approach should be in as much detail as you consider necessary to fully explain your proposed technical approach or method. The technical plan should reflect a clear understanding of the nature of the work being undertaken. The technical plan must include information on how the project is to be organized, staffed, and managed. Information should be provided which will demonstrate your understanding and management of important events or tasks.

Plans which merely offer to conduct a program in accordance with the requirements of the Government's scope of work will not be eligible for further consideration. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.

Cost / Business Proposals. The business proposal must contain sufficient information to allow the Government to perform a basic analysis of the proposed cost or price of the work. This information shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits, travel, materials, subcontracts, purchased parts, shipping, indirect costs and rate, fee, and profit. The Government has estimated 10,660 direct labor hours per year to complete this project. The Contractor may use the direct labor hour

estimates in their proposal. The Contractor's proposal must fully document and justify increases or decreases in the estimate of the direct labor hours.

E. RESPONSE DUE DATE: Monday, July 15, 2002 at 4:00 p.m., local time.

F. TASK DESCRIPTION:

The mission of the National Institute on Drug Abuse (NIDA) is to lead the Nation in bringing the power of science to bear on drug abuse and addiction. This charge has two critical components: (1) strategically supporting and conducting research across a broad range of disciplines and (2) ensuring the rapid and effective dissemination and use of the results of that research to significantly improve drug abuse and addiction prevention, treatment, and policy.

NIDA's Office of Science Policy and Communications (OSPC) is responsible for a wide variety of functions on behalf of the Institute. In particular, this includes oversight of the development, design, and dissemination of all public health informational publications targeted to the general public, professional health care providers, researchers, and policy makers.

OBJECTIVE: The objective of this procurement is to use new technologies to establish the NIDA Virtual Information Center to respond to informational inquiries submitted to NIDA via its website. The intent is to collect, analyze, and disseminate accurate, timely drug abuse information to researchers, healthcare professionals, and the general public based on their information needs.

CONTRACTOR REQUIREMENTS: The Contractor will be expected to perform the following tasks:

TASK 1: PLANNING AND MANAGEMENT: The contractor shall develop, implement, and maintain a project management and planning process that includes a work plan for the Virtual Information Center. The work plan should include the following:

- ! Tasks to be accomplished
- ! Methods and timelines for achieving the task
- ! Allocation of resources, costs, hours, personnel

TASK 2: WEB SITE USEABILITY STUDY: The contractor shall conduct usability testing of the current NIDA Web site to determine the degree to which information is reaching users. The testing will identify major problems and provide recommendations for how the Web site can be enhanced.

TASK 3: WEB SITE ENHANCEMENT: Based on finding from the usability study conducted in task 2, the contractor will propose a plan to upgrade the NIDA Web site to provide state-of-the art techniques to disseminate

information to targeted audiences. This shall include the design and management of an online “shopping cart” ordering system to streamline requests for NIDA educational materials that is linked to the National Clearinghouse on Alcohol and Drug Information (NCADI) for processing.

TASK 4: TRACKING AND ANALYSIS: The contractor will work with the NIDA Web site coordinator to ensure that research information is disseminated to targeted audiences. Activities conducted under this task will include:

Ongoing trend analysis of informational inquiries received by the NIDA Web site (i.e., how many requests are received? What kinds of individuals/organizations are requesting information? For what purpose is information being requested? How/where will the information/materials be used?)

A monthly status and progress report documenting the above findings.

G. **EVALUATION FACTORS:** Evaluation factors are weighted according to the percentages below.

1. **Prior Experience and Past Performance (40%)** Contractor must demonstrate experience related to the work outlined in this task order. Contacts for no more than three, current, relevant projects demonstrating the contractors experience should be provided.
2. **Staffing and Management (20%)** Contractors must demonstrate experience of key personnel in supporting the planning and implementation of activities described in the task order. Contractors are to provide a detailed staffing plan, including labor hours and a management plan that describes the contractors approach to managing work and subcontract management, if applicable. As part of the staffing and management plan, the contractor shall summarize the relevant program development experience and skills of each of the individuals proposed for the task order.
3. **Technical Approach (40%)** Contractors must demonstrate a thorough understanding of the task order requirements and experience with program development and outreach. This includes creative and innovative approaches, and the assignment of tasks to experienced personnel. The proposal will be evaluated according to the soundness, practicality, and feasibility of the detailed, written description.
4. **Cost**
Price is not a weighted evaluation factor. A basic analysis of the proposed cost or price of the work will be performed to determine the relative merits of the offeror's proposal and in selecting the offeror whose proposal is considered to offer the best value to the

Government. The cost proposal shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits, travel, materials, subcontracts, purchased parts, shipping, indirect costs and rate, fee, and profit.

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TITLE: NIDA's Virtual Information Center

PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0~~~~~

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:
PROPOSED COMPLETION DATE:

Pricing Method: CPFF

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____
Appropriations Data: _____

RECOMMENDED: _____
FAX # Signature - Project Officer Date

APPROVED: _____
FAX # Signature - Contracting Officer Date

NLM APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____
Signature -Anthony M. Revenis, J.D., NIH-PICS Coordinator Date